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Message Text

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45
ACTION EUR-12

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E.O. 11652: N/A
TAGS: BEXP, BU
SUBJECT: PLOVDIV FAIR: CLOSING DAY REPORT

REF: A. SOFIA 1932; B. SOFIA 1897

1. SUMMARY: PLOVDIV INTERNATIONAL FAIR CLOSED SEPTEMBER 10 WITH OVER QUARTER OF A MILLION ENDIVIDUALS ESTIMATED TO HAVE VISITED US PAVILION. PAVILION RECEIVED NUMBER OF HIGH-LEVEL DELEGATIONS INCLUDING GROUPS FROM CZECHOSLOVAKIA, HUNGARY, AND MOLDAVIAN S.S.R. OFF STAND SALES TOTALED $168,150 WITH FUTURE SALES IN THE NEXT 12-24 MONTHS ESTIMATED AT $11,145,000, THOUGH HARD NEGOTIATING WILL BE REQUIRED. END SUMMARY.

2. PLOVDIV FAIR WAS ONCE AGAIN HEAVILY ATTENDED BY LOCAL POPULACE, AND OVER QUARTER OF A MILLION PEOPLE ARE ESTIMATED TO HAVE VISITED US PAVILION DURING EIGHT-
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DAY FAIR. VISITORS CAME AT RATE OF OVER 3,000 PER HOUR DURING TIME THAT PAVILION WAS OPEN, AND TOTAL REPRESENTS SOME THREE PERCENT OF ENTIRE BULGARIAN POPULATION.

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3. OFF STAND SALES TOTALLED $168,150. ALL MACHINERY AVAILABLE FOR IMMEDIATE SALE WITH EXCEPTION OF TWO PIECES OF COMPUCORP EQUIPMENT WAS SOLD. ESTIMATED SALES FOR UP-COMING 12/24 MONTH PERIOD ARE $11,145,000, APPROXIMATELY TWICE LAST YEAR'S FIGURE. TWELVE OF 15 FIRMS (INCLUDING NEOTECH) DESCRIBED THEMSELVES AS NEW TO MARKET, AND 12 STATED ON PARTICIPANT REPORTS THAT THEIR FIRST OBJECTIVES HAD BEEN FULLY MET, THE OTHER THREE DESCRIBING THEM AS PARTIALLY MET. TWO AGENCY AGREEMENTS WERE REPORTED SIGNED, AND A TOTAL OF 74 NEW CONTACTS WERE REPORTEDLY MADE. IN ADDITION TO BULGARIAN CONTACTS, PARTICIPANTS REPORTED SERIOUS INQUIRIES RECEIVED FROM REPRESENTATIVES FROM THE U.S.S.R., HUNGARY, CZECHOSLOVAKIA, POLAND, ROMANIA, AND IRAQ.

4. PAVILION ALSO RECEIVED A NUMBER OF DISTINGUISHED VISITORS. MINISTER OF AGRICULTURE AND FOOD INDUSTRY, GANCHO KRUSTEV, CALLED ON PAVILION WITH PARTY OF 20 INCLUDING DEPUTY MINISTER VURBAN DZHAMBOV TO MEET WITH EXHIBITORS AND REVIEW EQUIPMENT ON DISPLAY. DEPUTY MINISTER DZHAMBOV LATER VISITED AGAIN TO DISCUSS SPECIFIC ITEMS OF EQUIPMENT. CHAIRMAN OF COMMITTEE FOR FOREIGN ECONOMIC RELATIONS, NIKOLA KALCHEV, CALLED ON SEPTEMBER 5 WITH LEADING OFFICIALS FROM COMMITTEE AND DSO MACHINOIMPORT WHICH PURCHASES MACHINES AND EQUIPMENT AS WELL AS COMPLETE PLANTS FOR FOOD INDUSTRY; PAVILION RECEIVED NUMEROUS FOLLOW-UP CALLS FROM OTHER OFFICIALS FROM MACHINOIMPORT AFTER THAT VISIT. DEPUTY MINISTER MACHINE BUILDING AND METALLURGY, STOYAN DRUNDAROV, WHOSE MINISTRY IS RESPONSIBLE FOR MANUFACTURE OF BULGARIAN EQUIPMENT FOR FOOD/SPICE INDUSTRY, TOURED PAVILION AND HELD DISCUSSIONS WITH MANY OF EXHIBITORS. OTHER VISITORS OF NOTE INCLUDED THE GENERAL DIRECTOR OF TECHNIKA, PETKO ANTONOV, AND THE GENERAL DIRECTOR OF BULGARSKI TYUTYUNI, DIMITUR YADKOV.

5. AS DIRECT RESULT OF PRE-FAIR PROMOTION CALLS BY COMMERCIAL DIRECTOR HENNING VONTILLIUS, PAVILION ALSO RECEIVED DELEGA-TIONS FROM CZECHOSLOVAKIA AND HUNGARY. CZECH DELEGATION WAS HEADED BY MRS. HANA BARGEROVA, IMPORT DIRECTOR TECHNO-
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EXPORT IN PRAGUE, AND MR. SANDOR FULAP, SECRETARY GENERAL OF HUNGARIAN CHAMBER OF COMMERCE LED THE HUNGARIAN DELEGATION. EXHIBITORS HAVE REPORTED REQUESTS FROM THESE DELEGATIONS TO VISIT BOTH BUDAPEST AND PRAGUE FOLLOWING THE PLOVDIV FAIR. IN ADDITION, AT END OF FAIR PERIOD, PAVILION RECEIVED UN-EXPECTED DELEGATION FROM MOLDAVIAN S.S.R. HEADED REPORTEDLY BY THE FIRST SECRETARY OF THAT REPUBLIC'S COMMUNIST PARTY.

6. FAIR DIRECTOR VASIL KIREV CALLED ON PAVILION SEPTEM-BER 7 TO PRESENT A GOLD MEDAL AWARD TO AMERICAN FIRM NEOTECH FOR ITS EXHIBIT OF OUTSTANDING TECHNICAL EQUIP-MENT. ACCORDING TO KIREV ONLY 40 SUCH MEDALS BEING AWARDED

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AMONG 2,200 FOREIGN EXHIBITORS PARTICIPATING AT FAIR.
RECEIVING THE AWARD WAS ROBERT FLANIGAN, INTERNATIONAL
OPERATIONS MANAGER OF NEOTECH.

7. COMMERCIAL PARTICIPANTS HAVE REPORTED THEMSELVES PLEASED
WITH OVERALL RESULTS OF FAIR. ALL PARTICIPANTS MADE CONTACTS
WITH BULGARIAN BUYERS, AND LICENSING NEGOTIATIONS ON
FOUR DIFFERENT PROJECTS WERE INITIATED AT FAIR. THOSE THREE
FIRMS ALREADY IN THE BULGARIAN MARKET REPORTED MEETINGS
WITH A NUMBER OF PREVIOUS CONTACTS ON PROJECTS STILL UNDER
NEGOTIATIONS. IN ADDITON, REPRESENTATIVES FROM AT LEAST
TWO FIRMS HAVE INDICATED THAT IF POSSIBLE THEY WOULD LIKE
TO PARTICIPATE IN THE U.S. PAVILION AT NEXT YEAR'S FAIR.

8. WHILE FURTHER AND IN SOME CASES LENGTHY NEGOTIATIONS
WILL BE REQUIRED TO REALIZE FULL POTENTIAL OF CON-
TACTS MADE, AND TO TRANSFORM THEM INTO CONCRETE DEALS,
PROSPECTS ARE INDEED GOOD.

9. AIRGRAM ON OVERALL FAIR WITH EMBASSY RECOMMENDATIONS
WILL FOLLOW.
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